



Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

Gerd W. Clabaugh, MPA
Director

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Iowa WIC Price Survey

Submitted by:		Person	Company:		
		Address:			
Date Submitted:		City:			
<p>All Iowa WIC Authorized Vendors are required to complete shelf (non-promotional) retail price surveys when requested by the State WIC Program. Stores not inventorying items listed below should enter the retail (SRP) suggested by their supplier. Vendors failing to return the price survey will be assessed violation points.</p> <p>Thank you for your anticipated cooperation.</p>					
12 or 13 Digit UPC <small>10-digit plus leading and trailing digits</small>	Company	Formula Name	Size/Ounce	Form	Retail Price <small>Non-Promotional Price Point</small>
	Abbott	Similac Advance	13 Ounce	RTF	
	Abbott	Similac Advance	32 Ounce	RTF	
	Abbott	Similac Sensitive	12.6 Ounce	Pwd	
	Gerber	Good Start 2 Soy	24 Ounce	Pwd	
	Gerber	Good Start Gentle	12.7 Ounce	Pwd	
	Gerber	Good Start Gentle	12.1 Ounce	RTF	
	Gerber	Good Start Gentle	4 pack 8.25 oz	RTF	
	Mead	Nutramigen	13 Ounce	RTF	
	Mead	Nutramigen	12.6 Ounce	Pwd	
	Mead	Pregestimil	16 Ounce	Pwd	
	Mead	Enfacare	12.8 Ounce	Pwd	
	Abbott	Expert Care Alimentum	32 Ounce	RTF	
	Abbott	Expert Care Alimentum	16 Ounce	Pwd	
	Abbott	Pediasure Vanilla	6 pack 8 ounce	RTF	
	Abbott	Pediasure 1.5 Cal Vanilla	8 Ounce	RTF	
	Abbott	Pediasure 1.5 Cal w/Fiber	8 Ounce	RTF	
	Nestle	Boost Essential 1.5 Vanilla	8 Ounce	RTF	
	Nestle	Boost Kids Essential w/Fiber	6 pack 8 ounce	RTF	
	Nestle	Boost Kids Essential Vanilla	6 pack 8 ounce	RTF	

Enter the appropriate 12-13 Digit UPC.
If your store does not inventory an item, enter
Suggested Retail Price (SRP) from your supplier.

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